

The background is a dark blue field filled with a dense, glowing stream of white and light blue particles, resembling a comet's tail or a nebula, moving from the top left towards the center. On the right side, there is a large, glowing blue arch shape, composed of two concentric lines, resembling a stylized 'U' or a tunnel entrance.

A unique sports portfolio

Peter Nørrelund, EVP & Chief Sports Officer

New A-rights since CMD20



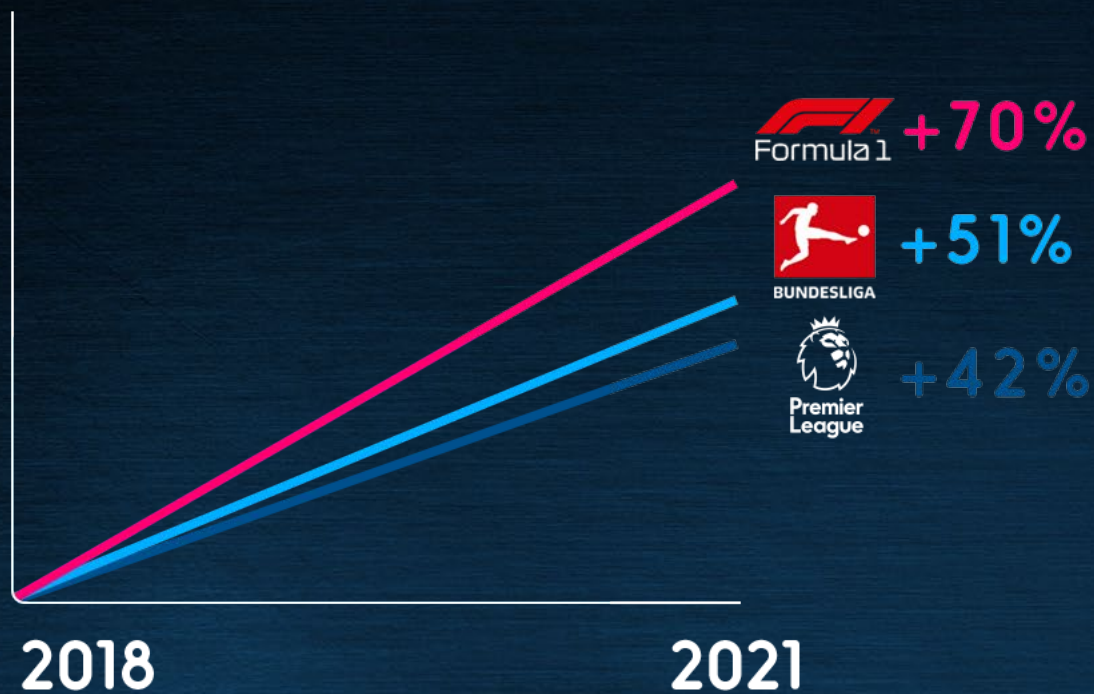
 2023 Sweden, Norway & Denmark	 CHAMPIONS LEAGUE®  EUROPA LEAGUE  EUROPA CONFERENCE LEAGUE Estonia, Latvia & Lithuania	 CHAMPIONS LEAGUE®  EUROPA LEAGUE  EUROPA CONFERENCE LEAGUE Iceland	 Iceland	 EUROPA LEAGUE Poland  EUROPA CONFERENCE LEAGUE Poland  D1 All countries  NHL Estonia, Latvia & Lithuania  FIS Nordics	 BUNDESLIGA 9 countries	 Formula 1 Poland  BUNDESLIGA  PDC PROFESSIONAL DARTS CORPORATION Netherlands	 -CONMEBOL-  COPA AMERICA ARGENTINA 2022 GUATEMALA All countries  2023 Poland	 Premier League Netherlands, Poland, Estonia, Latvia & Lithuania	 EURO2024 GERMANY EURO 2028 Estonia, Latvia & Lithuania	
November	December	January	February	March	April	May	June	July	August	September



An unmatched portfolio of sports rights



Viewed minutes on Viaplay Nordics



Portfolio Building



FOOTBALL

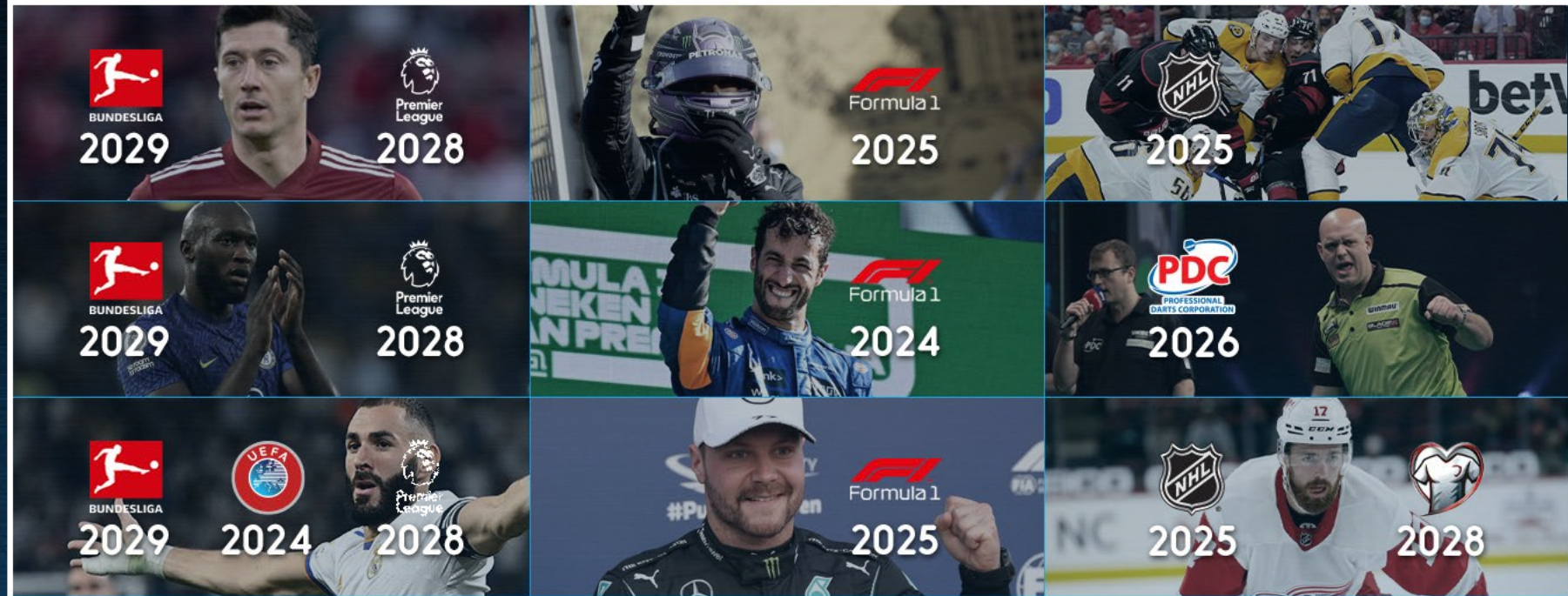


MOTOR



LOCAL SPECIALIST

International expansion



Long term multi-territorial partnerships



First in Europe to secure PL for 6 years - 9 markets

First anywhere to secure BL for 8 years - 10 markets

F1 in 10 markets

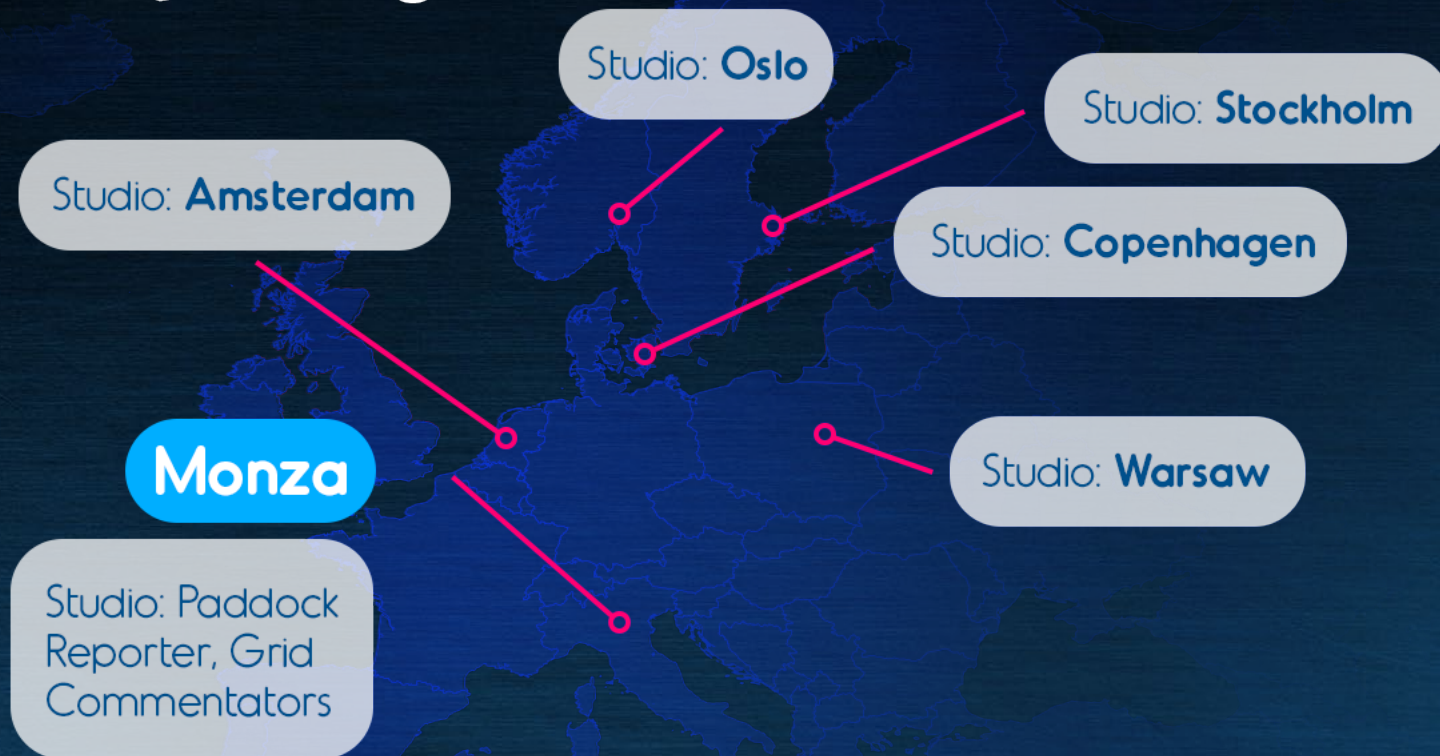
NHL in 10 markets

UEFA deals in 10 markets

Production Synergies



10 teams
20 drivers
23 Circuits



Sports originals



Take aways



Unmatched portfolio in Nordics

Key rights secured in new international markets

Long term multi-territorial relationships with IP owners

Production expertise and synergies